RJ REYNOLDS

TOBACCO COMPANY

FILE COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

July 18, 1997

RJR Account #204600
Mr. G. Louras
SAM FRANK, INC.

SEPTEMBER DORAL B2G1F / PROMOTION #701143

Dear Gus:

DORAL B2G1F ***pre-sleeved*** product (6M) has been ordered (see quantities listed below), as well as **30** skus of B2G1F Displays (Item #530030) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B2G1F UPC Code	#/ (6M) Cases B2G1F
Light	12300-22588	2
Light Men 100	12300-22592	2
Light 100	12300-22589	2
FF 100	12300-22590	1

DISPLAY DETAIL
EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.
EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.
EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.
THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.
IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY: *THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.*

Product / Premium Arrival:	**August 25, 1997**
Ship Date to Retail:	**Week of: September 8, 1997**
SKU CUBE :	**0.9960**
SKU WT (w/o Product):	**1.7000 lbs**
Retail Sales Offer per Sku:	**21 Offers**

Billing per Sku:
5 Savings Cartons (if additional live pack is added to Display)
4.9 Savings Cartons (if additional live pack is NOT added to Display)

EFT $ Amount:	**$1,062.08**
Non-EFT $ Amount:	**$N/A**

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PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST.*

PLACE INTO EACH DISPLAY:

* 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)
  BRAND STYLES: DORAL LIGHT / DORAL LT MEN 100 / DORAL LT 100 / DORAL FF 100
* 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)
* ONE COPY OF THE ATTACHED 'RETAILER LETTER'

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.
(THE ENCLOSED 'RETAILER LETTER' EXPLAINS THIS)

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to **$35.00 (2.5 (12M) case(s) @ $14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: R. Tanchyk
Enclosures:
- Customer List
- Wholesaler Packing Instructions
- Retailer Letter

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-B2G1F.DOC

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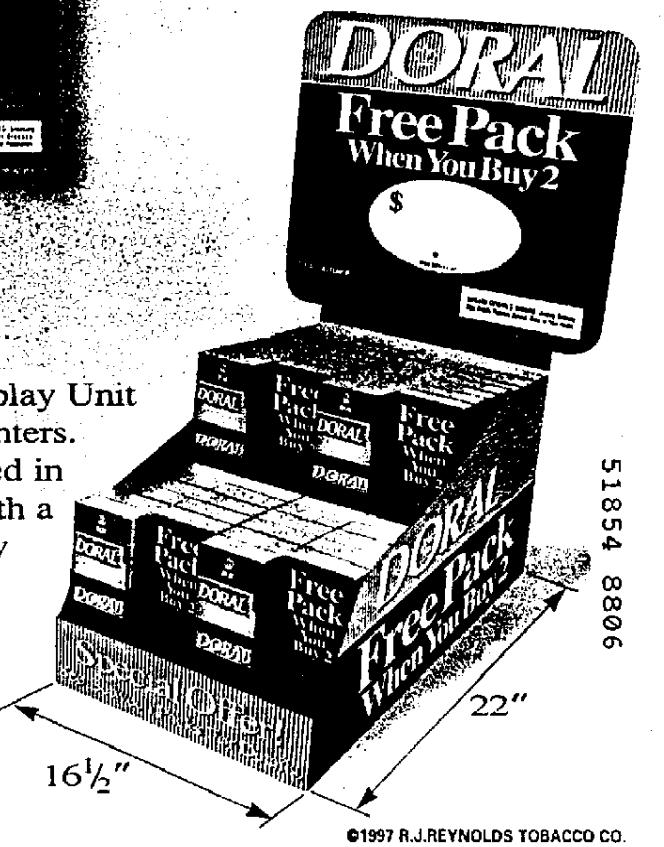
Here's A September Offer That's Sure To Please:

Buy Two Packs And Get One Free!

This **"Buy 2 Packs - Get One Free"** promotion is always popular with customers! For added value, smokers are invited to join Doral & Co. and become eligible to receive free offers and savings all year long. The Doral & Co. insert is sandwiched between the two packs.

This impactful Window Paster is a convenient 12"x12½" size and allows you to place it almost anywhere in your store.

The compact Display Unit easily fits on most counters. Offers come pre-sleeved in white cartons along with a fully assembled display that maximizes your retail counter space.



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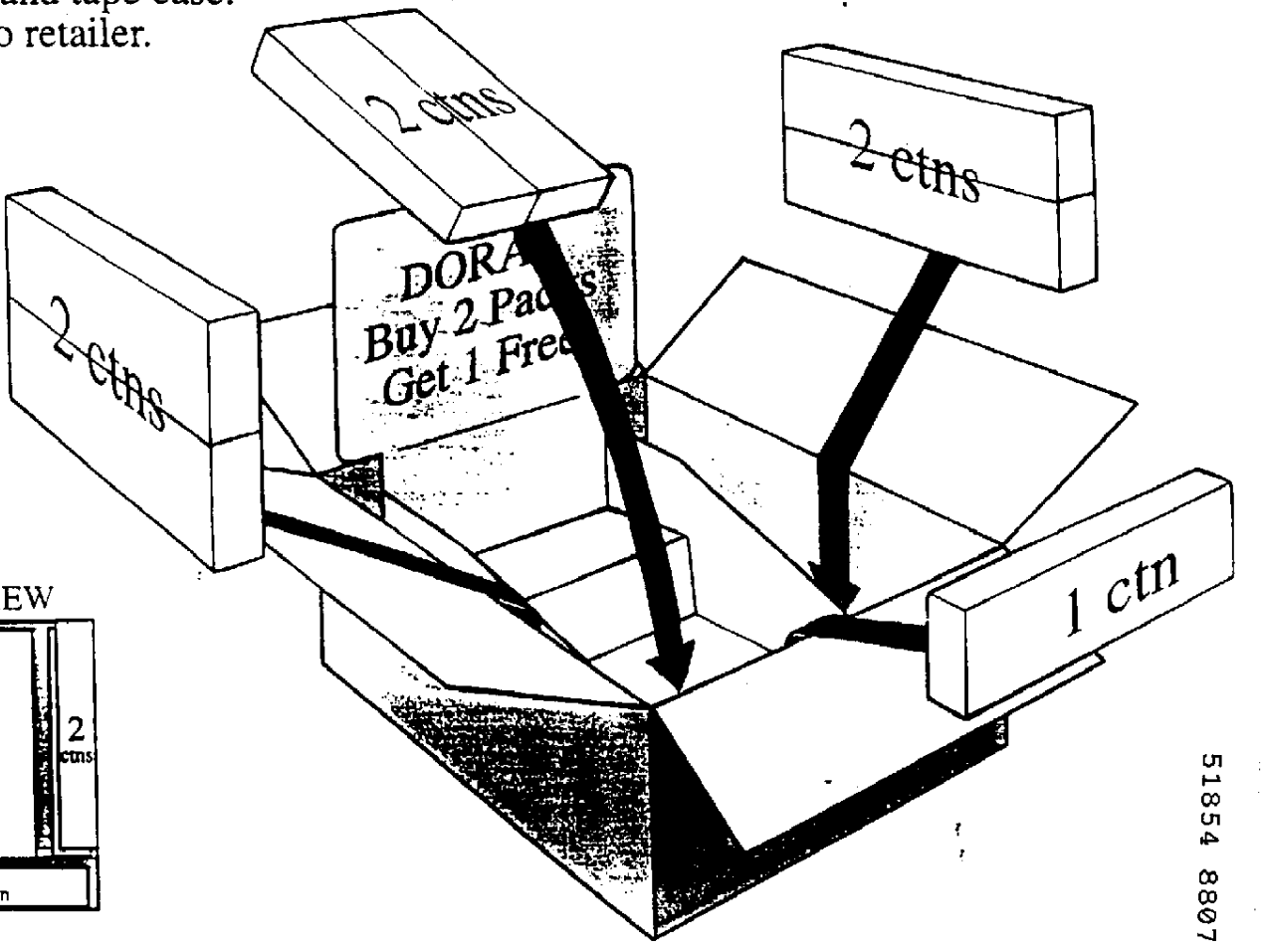
WHOLESALER PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS--3RD QTR.'97

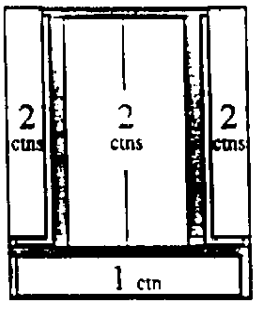
September DORAL B2G1F (Buy 2 Packs Get 1 Pack Free)

STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipper/display. **(Promotional product is in white cartons and is pre-sleeved).**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



TOP VIEW



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Item: #530030
Description: DORAL September B2G1F Display/POS Kit

Brand Style	Light	Lt Men 100	Light 100	ff 100		
Number of Cartons	2	2	2	1		

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WHOLESALER : 204600 SAM FRANK, INC. <DIRECT>
TEMPLATE : 701143 70900 DOR B2G1F SEPT
TEMPLATE SEQ : 0014
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162302	162325	021824	WILLY'S VARIETY	GAGE STREET	BENNINGTON	VT	05201	1				(802)442-2223
162302	162320	300300	POULTNEY MOBIL	RTE. 30/MAIN ST.	POULTNEY	VT	05764	1		5247-0000		(802)287-5802
162302	162325	361067	RIVER STREET VARIET	138 RIVER ST	BENNINGTON	VT	05201	1				(802)442-1553
162302	162320	699047	HEALD'S CITGO	2 BEAMAN ST	POULTNEY	VT	05764	1				(802)287-4000
162302	162325	760490	VILLAGE MARKET	RT 7	POWNAL	VT	05261	1				(802)823-4020
162302	162325	760628	BENMONT STOP N SHOP	BENMONT AVE	BENNINGTON	VT	05201	1				(802)442-9465
162302	162320	760741	LIBERTY MARKET	LIBERTY ST	FAIR HAVEN	VT	05743	1				(802)265-3820
162302	162320	086858	FAIRHAVEN MOBIL	MAIN ST	FAIR HAVEN	VT	05743	1		5247-0000		(802)265-8328
162302	162325	114536	YOTTS MKT	600 GAGE ST	BENNINGTON	VT	05201	1				(802)442-2221
162302	162325	114548	SALEMS MKT	MAIN ST	BENNINGTON	VT	05201	1				(802)442-6856
162302	162325	114599	WAYSIDE CNTRY STORE	RT 313	WEST ARLINGTON	VT	05250	1				(802)375-2792
162302	162325	294815	MANCHESTER GULF	RT 7	MANCHESTER CTR	VT	05255	1		5247-0000		(802)362-1491
162302	162320	295175	POULTNEY SNACK SHOP	I2-14 MAIN ST.	POULTNEY	VT	05764	1		5247-0000		(802)287-2059
163804	163828	086859	PLAZA MOBIL	EVELYN ST	RUTLAND	VT	05701	1		5247-0000		(802)775-9903
163804	163828	114505	GAGGIGES MKT	172 GRANGER ST	RUTLAND	VT	05701	1				(802)773-9898
163804	163825	198562	MIDWAY FOOD MART	RTE 106 & MAPLE S	N SPRINGFIELD	VT	05150	1		5247-0000		(802)886-2329
163804	163828	419552	WEST STREET MOBIL	WEST ST	RUTLAND	VT	05701	1		5247-0000		(802)775-6355
163804	163828	572045	BOB'S TEXACO	93 WOODSTOCK AVE	RUTLAND	VT	05701	1			000503	(802)775-2413
163804	163828	576909	GMB DISCOUNT BEVERA	RR 3 BOX 7020	RUTLAND	VT	05701	1			000544	(802)773-8122
163804	163828	759647	MIDWAY MOBIL	SOUTH MAIN ST	RUTLAND	VT	05701	1		5247-0000		(802)775-7628
163804	162320	760629	WALLINGFORD MOBIL	ROUTE 7	WALLINGFORD	VT	05773	1		5247-0000		(802)446-2257
163804	163828	760685	OTTER VALLEY GROCER	RTE 7	BRANDON	VT	05733	2				(802)247-3881
163804	163825	964015	BENNY'S SUNOCO	RTES 11 & 103	CHESTER	VT	05143	1				(802)875-2728
163809	163828	114301	GREG'S MEAT MARKET	3 ELM ST	MIDDLEBURY	VT	05753	1				(802)388-2162
163809	163828	466647	MIDDLEBURY GULF	16 QUART STREET	MIDDLEBURY	VT	05753	1		5247-0000		
163809	163828	759629	MIDDLEBURY DISC BEV	ELM STREET	MIDDLEBURY	VT	05753	1			2269	(802)388-0068

PAGE BREAK TOTAL ACCOUNTS 26 TOTAL QUANTITY 27

TEMPLATE TOTAL ACCOUNTS 26 TOTAL QUANTITY 27

********** END OF REPORT FOR PROMOTION 701143 **********

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RJR TOBACCO

To All RJR Retail Partners

RETAILER LETTER

DORAL B2G1F

OUR #1 PRIORITY IN 1997 WILL BE TO GET OUR PROMOTIONS TO YOUR CUSTOMERS IN THE QUICKEST WAY POSSIBLE. OUR 1997 PROMOTIONS DIFFER FROM PAST PROMOTIONS AS FOLLOWS:

- WE ASK YOU TO ASSEMBLE DISPLAYS AT YOUR STORE.
- EACH DISPLAY CONTAINS UNPROMOTED LOOSE PACKS.

IMPORTANT NOTE: THIS IS NOT A MISTAKE AT YOUR WHOLESALER.

DO NOT RETURN THIS PRODUCT TO YOUR WHOLESALER.

PLACE THIS PRODUCT INTO YOUR REGULAR INVENTORY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS. IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT, PLEASE CONTACT YOUR RJR REPRESENTATIVE.

RETAILDR DOC 7

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